

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently amended) A method for ~~defining how to optimize~~ enhancing customer experiences, the method comprising:

defining a plurality of prioritized experiences correlating to an interaction strategy,
wherein each prioritized experience has at least one associated treatment;

and

storing the plurality of prioritized experiences in a central repository such that the stored plurality of prioritized experiences are available for consistent application across treatment among a plurality of different types of communication channels by a central, channel-independent processing engine[[:]]

~~wherein the step of storing is done to a central repository where the stored experiences are available for application across a plurality of communication channels.~~

2. (Currently amended) The method from claim 1, further comprising:
evaluating a customer strategy for a company;
identifying a plurality of customer segments for a customer base of [[a]]the company; and
formulating an the interaction strategy based on value opportunities.
- 3-4. (Cancelled)

5. (Original) The method from claim 2, wherein evaluating the customer strategy comprises:
- evaluating business value drivers;
 - defining key performance indicators; and
 - defining business constraints.
6. (Currently amended) The method from claim 2, wherein identifying the plurality of customer segments comprises:
- segmenting a plurality of customers by behavior data stored in a data warehouse;
 - segmenting the plurality of customers by value data stored in a data warehouse;
 - and
 - generating a two-dimensional matrix for cross-segmenting the plurality of customers ~~by both~~ using the behavior data and the value data.
7. (Original) The method from claim 2, wherein formulating the interaction strategy comprises choosing a subset of interaction reasons from a pre-defined repository of interactions for a specified industry.
8. (Currently amended) The method from claim 2, wherein ~~the step of~~ formulating the ~~new~~ interaction strategy comprises capturing a current channel mix for all customer experiences and a future channel mix for the plurality of prioritized experiences.
9. (Currently amended) The method from claim 2, wherein ~~the step of~~ formulating the interaction strategy comprises modeling value opportunities.
10. (Original) The method from claim 2, wherein formulating the interaction strategy comprises ranking interaction reasons to determine a primary set of interaction reasons.

11. (Currently amended) The method from claim [[2]] 2, wherein formulating the interaction strategy comprises:

defining a plurality of treatments; and

assigning each of the plurality of ~~the plurality of~~ treatments to a prioritized interaction.

12. (Currently amended) The method from claim [[21]] 2, wherein the ~~step of~~ assigning is based on a hierarchy of grouped rules.

13. (Currently amended) A computer program stored on a computer readable medium for execution by a computer, the computer program comprising:

a code segment for defining a plurality of prioritized experiences correlating to an interaction strategy, wherein each prioritized experience has at least one associated treatment; and

a code segment for storing the plurality of prioritized experiences in a central repository such that the stored plurality of prioritized experiences are available for consistent treatment application across among a plurality of different types of communication channels by a central, channel-independent processing engine[;]

~~wherein the code segment for storing stores the prioritized experiences to a central repository where the stored experiences are available for application across a plurality of communication channels.~~

14. (Currently amended) The computer program from claim 13, further comprising:
a code segment for evaluating a customer strategy for a company;

a code segment for identifying a plurality of customer segments for a customer

base of ~~[[a]]~~the company; and

a code segment for formulating ~~an~~ the interaction strategy based on value opportunities.

15-16. (Cancelled)

17. (Original) The computer program from claim 14, wherein the code segment for evaluating the customer strategy comprises:

a code segment for evaluating business value drivers;

a code segment for defining key performance indicators; and

a code segment for defining business constraints.

18. (Currently amended) The computer program from claim 14, wherein the code segment for identifying the plurality of customer segments comprises:

a code segment for segmenting a plurality of customers by behavior data stored in a data warehouse;

a code segment for segmenting the plurality of customers by value data stored in a data warehouse; and

a code segment for generating a two-dimensional matrix for cross-segmenting the plurality of customers by ~~both~~ using the behavior data and the value data.

19. (Original) The computer program from claim 14, wherein the code segment for formulating the interaction strategy comprises a code segment for choosing a subset of interaction reasons from a pre-defined repository of interactions for a specified industry.

20. (Currently amended) The computer program from claim 14, wherein the code segment for formulating the new interaction strategy comprises a code segment for capturing a current channel mix for all customer experiences and a future channel mix for the plurality of prioritized experiences.

21. (Original) The computer program from claim 14, wherein the code segment for formulating the interaction strategy comprises a code segment for modeling value opportunities.

22. (Original) The computer program from claim 14, wherein the code segment for formulating the interaction strategy comprises a code segment for ranking interaction reasons to determine a primary set of interaction reasons.

23. (Original) The computer program from claim 14, wherein the code segment for formulating the interaction strategy comprises:

a code segment for defining a plurality of treatments; and

a code segment for assigning each of the plurality of the plurality of treatments to a prioritized interaction.

24. (Original) The computer program from claim 23, wherein the code segment for assigning is based on a hierarchy of grouped rules.

25. (Currently amended) A computer-implemented system for optimizing customer experiences, the system comprising:

a workbench analysis subsystem for defining a plurality of prioritized experiences correlating to an interaction strategy, wherein each prioritized experience has at least one associated treatment; and

a central repository for storing the plurality of prioritized experiences such that
the stored plurality of prioritized experiences are available for consistent
application across ~~treatment among~~ a plurality of different types of
communication channels by a central, channel-independed processing
engine[;:]

~~wherein the stored experiences are available for application across a plurality of~~
~~communication channels.~~

26. (Currently amended) The computer-implemented system from claim 25, further
comprising a plurality of customer segments for a customer base of a company; and
an interaction strategy module for formulating an the interaction strategy
based on value opportunities.

27-28. (Cancelled)

29. (Currently amended) The computer-implemented system from claim 25, further
comprising:

a first set of customer segments based on behavior data stored in a data
warehouse;

a second set of customer segments based on value data stored in the data
warehouse; and

a two-dimensional matrix for cross-segmenting the plurality of customers as a
function of the first set of customer segments and the second set of
customer segments;

wherein the plurality of customer segments are determined from the two-
dimensional matrix.

30. (Currently amended) The computer-implemented system from claim 25, further comprising a pre-defined repository of interactions for a specified industry;

wherein the workbench analysis subsystem leverages the pre-defined repository of interactions for defining the plurality of prioritized experiences.

31. (Currently amended) The computer-implemented system from claim 26, wherein the interaction strategy module captures a current channel mix for all customer experiences and a future channel mix for the plurality of prioritized experiences.

32. (Currently amended) The computer-implemented system from claim 26, wherein the interaction strategy module models value opportunities.

33. (Currently amended) The computer-implemented system from claim 26, wherein the interaction strategy module ranks interaction reasons to determine a primary set of interaction reasons.

34. (Currently amended) The computer-implemented system from claim 26, wherein the interaction strategy module defines a plurality of treatments, and assigns each of the plurality of treatments to a prioritized interaction.

35. (Currently amended) The computer-implemented system from claim 34, wherein the interaction strategy module bases the assignment on a hierarchy of grouped rules.

36. (New) The method from claim 1, further comprising deriving insight about customers from analytical models, wherein defining the plurality of prioritized experiences is based on the derived insight.

37. (New) The method from claim 36, wherein deriving insight from analytical models comprises:

extracting customer data for a plurality of customers from at least one database;

training an analytical model to predict customer behavior using the customer data

extracted from the at least one database;

gathering customer interaction results; and

retraining the analytical model to refine the customer behavior prediction using

the customer data extracted from the at least one database as well as the
customer interaction results.

38. (New) The computer program from claim 13, further comprising a code segment for deriving insight about customers from analytical models, wherein defining the plurality of prioritized experiences is based on the derived insight.

39. (New) The computer program from claim 38, wherein the code segment for deriving insight from analytical models comprises:

a code segment for extracting customer data for a plurality of customers from at
least one database;

a code segment for training an analytical model to predict customer behavior
using the customer data extracted from the at least one database;

a code segment for gathering customer interaction results; and

a code segment for retraining the analytical model to refine the customer
behavior prediction using the customer data extracted from the at least
one database as well as the customer interaction results.

40. (New) The computer-implemented system from claim 25, further comprising at least one analytical model for use in deriving insight about customers, wherein the derived insight is leveraged by the workbench analysis subsystem for defining the plurality of prioritized experiences.

41. (New) The computer-implemented system from claim 40, further comprising:
- at least one database in which customer data for a plurality of customers is stored;
- wherein the at least one analytical model is trained to predict customer behavior using the customer data extracted from the at least one database; and
- wherein the at least one analytical model is re-trained using customer interaction results.